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Johnston Gives Stone Address

William F. Johnston, managing editor and editorial page editor of the Lewiston (Idaho) Tribune, was the featured speaker at the fourth annual Dean Stone Night on May 8.

He also served as Professional Lecturer in Journalism, meeting classes and talking informally with students. His address, dealing with the problems of small city dailies, has been published in the Montana Journalism Review.

John F. M. Travis, publisher of the Havre Daily News, served as toastmaster. Presenting awards or making introductions, in addition to the journalism staff members and students, were Ray Loman '49 of the Ronan Pioneer, Don Bartsch '40 of the Great Falls Newspaper Guild and A. J. Mosby of KMSO-TV.

Special guests were Dean Stone's daughter, Mrs. Charlotte Stone Murphy; a son, Dr. Emerson Stone, and his wife; and Dr. Stone's son, the Rev. George Emerson Stone, and his wife. The Rev. Stone delivered the invocation and benediction.

Eight awards, including checks totaling \$450, were presented at the banquet attended by 115 persons.

(See Photos on Pages 2, 3 and 4)

Fred Yu Gets Grant For Far East Study

Frederick T. C. Yu, associate professor of journalism, has been awarded a research grant by the Ford Foundation to study the most influential molders of public opinion in Asia.

He has been granted a leave of absence for fall term. He plans to leave soon and spend several months in seven Asian countries gathering data before returning to the United States before Christmas.

His research plans include interviews with approximately 150 leading newspaper publishers, editors, columnists, reporters, writers and radio broadcasters.

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Jere M. Coffey, 39, publisher of the Choteau Acantha, died of respiratory complications in a Phoenix, Ariz., hospital May 8. He was graduated in journalism with highest honors in 1943.

SCHOOL OF JOURNALISM

COMMUNIQUE

Vol. 17, No. 3

MONTANA STATE UNIVERSITY

Spring, 1960



WILLIAM F. JOHNSTON

Mrs. Powers Gives \$1,000 to J-School

A check for \$1,000 has been presented to the School of Journalism by Mrs. Dorothy Rochon Powers '43, columnist and feature writer for the Spokane Spokesman-Review.

She asked that the money be used to provide five \$200 scholarships in coming years to graduates of Anaconda High School who wish to major in journalism at MSU. Mrs. Powers also is a graduate of Anaconda High.

The check, presented to Dean Nathan B. Blumberg, is the one she received earlier this year when she won the national Ernie Pyle Memorial Award. The new University award will be known as the C. G. Rochon Scholarship in Journalism, in honor of her father, who died in 1944.

Mrs. Powers was featured speaker at the Matrix Table in Missoula this year and also won 10 awards in the eighth annual Inland Empire Press-Radio-TV contest.

Placement, Anyone?

Looking for a better job?

Have a job for a graduate?

Either way, Prof. O. J. Bue, director of the J-School Placement Bureau, may be able to help you.

Drop him a line.

J-Graduates Get Excellent Jobs

Ten graduating seniors and a host of juniors had no trouble getting jobs in June—the first step of a professional career for the graduates and some valuable summer experience for the upcoming seniors.

Five graduates now are reporting for newspapers. Patricia Ashall joined the Billings Gazette, James Berry is with the Missoulian, Keith Wood is with the Montana Standard in Butte, Vera Swanson joined the Colfax (Wash.) Gazette, and Judith Blakely is back in Tulsa, Oklahoma, with the World.

Brinton Markle went to KOFI in Kalispell and Toni Richardson moved full-time into KQTE in Missoula. James Kolstad accepted a job in the promotion and advertising department of Bullocks in Los Angeles.

The graduates again this year were aided by a brochure prepared for them by Prof. Olaf J. Bue. The special publication, containing photos and biographies of the graduates, was given a wide mailing to potential employers.

Roderick Fisher, versatile musician, is delaying his entrance into the field in order to play the Stagecoach Inn at West Yellowstone for a while. Ruth James is taking on a fulltime job as housewife.

Juniors have taken positions with AP and UPI in Helena, the Wisconsin State Journal in Madison, the Montana Standard, KMSO-TV, the information office of the Department of Agriculture in San Francisco, the Yellowstone Park company publication, and others.

Montana Journalism Review Will Be Mailed on Request

Free copies of the third annual Montana Journalism Review are available on request.

The 32-page issue, edited by Prof. Frederick Yu, contains articles by William F. Johnston, Profs. Blumberg, Bue, Dugan and Johnston, former graduate student John P. Fought, and research summaries by journalism students.

The First Years . . .

George T. Armitage '14, first graduate of the MSU School of Journalism, writes from Calistoga, Calif., that all goes well and that he is doing a lot of writing.

Clarence K. Streit '19 saw his movement for Atlantic Union gain impetus when the U. S. Senate passed a resolution favoring a convention to consider establishing the union. The vote was 51-44, and authorizes appropriation of \$300,000 to pay the United States' share of expenses.

The Twenties . . .

A. B. Guthrie Jr. '23: "The Big It" is out. (Ed. Note: Don't miss this book.)

Agnes Boyd Troeger (Werner Troeger deceased) '23, order correspondent for Allis-Chalmers in Milwaukee, reports she enjoys reading *Communique* and is impressed with the development of the School from the days when it was in the old ROTC barracks.

Fred J. Martin '25, publisher of the Park County News in Livingston, became the first graduate of the School to run for the United States Senate. He ran hard and well, but didn't make it in the Republican primary.

Margaret Anderson Bloom '25 (Mrs. Herbert L.) is in Evanston, Ill., and is alumnae editor of the quarterly *Alpha Phi* magazine.

Vivian D. Corbly '25 is trying to qualify as a wrangler on the Mission Valley Guest Ranch near New Braunfels, Tex., which he purchased last year. He retired as national adjutant of Disabled American Veterans and editor of DAV after 34

With Grads Afield...

years at national headquarters in Cincinnati, Ohio.

Paul T. DeVore '26, director of information for Farm Credit Banks of Spokane, reports son Cameron in second year of law at Harvard; daughter **Lee** '57 still with information division of Agricultural Research Service, USDA, in Washington, D.C., and Chuck to be a senior in Lewis and Clark High School.

Gretchen Muckler Averill (Mrs. Walter) '26, with her husband as co-publisher of the Casa Grande (Ariz.) Dispatch has been notching one first prize after another in state "general excellence" competition for weeklies. Youngest daughter Virginia plans to enroll in MSU for social welfare study.

Catherine Calder Cushing (Mrs. Ralph H.) '28 is a Billings housewife, but manages to handle public relations for the Midland Empire Girl Scout Council with a membership of 5,000.

The Thirties . . .

Edwin P. Astle '32 has been busy indeed as representative to British Honduras for the U. S. International Cooperation Administration. Since arriving in Belize in 1956, he has set up the ICA program there, saw daughter Susan married (1958), and whooped with joy at the birth of granddaughter Linna (1959).

Richard G. Schneider '33 says he misses the old routine but not the deadline pressure since the sale of the Glasgow Courier. He now devotes full time to the Glasgow Office Supply.

Russell P. Daigle '36, his wife and four children moved to Cincinnati, Ohio, from Atherton, Calif., last summer. He is district sales manager for Norcross Inc.

Betty Eiselein Wetzel (Mrs. Winston W.) '37 returns to Missoula where her husband has been named principal of Missoula County High School.

B. T. Bergeson '37 and his wife stopped to buy a package of cigarettes at the A&W Drive-In in Palo Alto, Calif., and ended up buying the business and franchise.

Ed Erlandson '38, Missoulain news editor, is directing preparation of the paper's centennial special edition to be published this summer.

Doris McCullough Dickman (Roland F.) '38 is technical editor for Soil Conservation Service of USDA in Beltsville, Md.

The Forties . . .

Ken Kizer '41 sent the J-School two brochures including the annual report of the Burroughs Corp. in Detroit, most of which was his work.

Irene Pappas '41, publicist for the City of Hope National Medical Center in Los Angeles, was awarded a golden "Lulu" trophy by the Los Angeles Advertising Women, Inc., for outstanding accomplishment in the field of local publicity.

Betty Bloomsburg Butler (Mrs. Donald W.) '42 has been out of newspaper work for a year and is eager to dive in again. She and her husband, an instructor at Grays Harbor Junior College in Aberdeen, Wash., and two sons have a home on the Pacific 19 miles west of Aberdeen.

Dorothy Rochon Powers—See P. 1.

Aline Mosby '43 has sparked as a correspondent for UPI in the Soviet Union, including a widely-used three-part series on a bachelor girl's mission to Moscow.

Clary Kaufman Cory (Mrs. Harlan T.) '43, mother of three in Great Falls, toasts Bunky and Aline of her class in a note to *Communique*.

Tom Bogardus '46, with Karen and three children in Palo Alto, Calif., is classified advertising manager of the Palo Alto Times and was elected president of the Northern California Classified Advertising Managers Association.

Paul Rhoades '47 has been pro-



SPECIAL HONORS—Dean Stone Night award winners were (left to right) Joseph Zahler, Lewistown senior (A. J. Mosby Award of \$150 in Radio-Television Journalism); Arlene Myllymaki, Stanford sophomore (Robert Struckman Memorial Award of \$50 for feature writing); Frank Walsh, Missoula freshman (O. S. Warden Award of \$100 as outstanding freshman); Zena Beth McGlashan, Butte junior (Dean Stone Award of \$100 as outstanding junior); Roderick Fisher, Whitefish senior (Sigma Delta Chi awards as outstanding male graduate and graduating senior with highest scholastic average); and Marie Stephenson, Eureka sophomore (special award of \$50 made by Mrs. Dorothy Rochon Powers). Sneaking out before the photo could be taken was Jack Gilluly, Helena junior (SDX Plaque for Kaimin Service).

moted to managing editor of KRNT and KRNT-TV newsroom in Des Moines, with a staff of eight.

Ralph W. Craig '47 and his wife and four children are in Missoula where he is Western Montana agency manager for New American Life Insurance Co., vice president and director of Porto-Bar Corp., president and director of Universal Acceptance Corp., and vice president and director of Universal Securities Corp.

Julius Wuerthner '49 is on leave of absence as a community relations specialist for General Electric in order to serve as director of public relations for the Republican National Convention in Chicago.

R. D. (Denny) Ladders '49 stopped by the J-School for a pleasant visit while on his way to the National Ski Assn. convention in Glacier Park. His Denver agency handles the account.

Don Weston '49, news director of KGVO in Missoula, won the national SDX award for radio reporting. He was cited for his coverage of the Madison-Yellowstone earthquake in August, 1959.

Joe Braycich '49 resigned as a technical writer for Rocketdyne in Los Angeles and has joined Boeing in Seattle. He now supervises the work of several other writers.

The Fifties . . .

Floyd Larson '50, news editor of the Ronan Pioneer, joined the campaign staff of Sumner Gerard, Republican candidate for the U. S. Senate in the primary.

Margot Luebben Aserlind (Mrs. LeRoy) '50 and family are on the march again—"Ad" was awarded a National Defense Act fellowship to get his doctorate at the University of Wisconsin starting in September.

Lyle R. Achenbach '50 is in Helena as Montana customer relations supervisor for Mountain States Tel. and Tel.

Ward T. Sims '50 reports all is well in the AP bureau in Seattle, where he is night editor.

Len Derby '51, journeyman printer on the Kalispell Daily Inter Lake, now has two daughters: Lynn, 5, Laura, 1. He is vice president of Kalispell Local No. 723 of ITU.

Thomas E. Anderson '52 is a captain in command of an infantry rifle company at Ft. Sill, Okla., and hopes to go to Europe next year with his wife and two children, Greg, 4, and Mark, 2.

Gene Beauchamp '52 was promoted from news editor to assistant man-

... More Grads Afield

aging editor of the San Gabriel Valley Daily Tribune. Theresa, born March 8, joins Jeanette, 4, and David, 2.

Robert F. Alkire '53 is now assistant bureau chief of the Salt Lake City AP bureau, a director of SDX, and father of Douglas, 2, and Gregg, 1.

Tom Needham '55, Anaconda Company communications director in Grants, N. M., sent a pair of interesting articles to the J-School and says he hopes to make it back to campus for Homecoming in '61.

T. Elaine Almos '55 is editor of two publications for Rainier Brewing Co. in Seattle, Wash.

Ken Byerly Jr. '56, editor and publisher of the Tidewater News in Franklin, Va., continues to win Virginia Press Assn. awards, including a recent one for an editorial supporting a minister who was "more or less run out of town for maintaining that the races are equal."

Donald F. Dooley '56, out of the army, has joined Aerojet, General Corp. of Sacramento, manufacturers of rocket engines, as a technical editor.

J. D. Coleman '56, news director of KQTE (formerly KBTK) in Missoula, was elected chairman of Montana Associated Press Radio Stations and also received a citation from the broadcasters for his coverage of the April, 1959, Montana Prison riot.

Richard D. Warden '57, Great Falls Tribune reporter, was honored for

excellent reporting of public affairs by the American Political Science Assn. The award, given for a series on the welfare department, included a trip to a political science seminar at the University of Oregon this summer and a plaque.

Gary A. Sorensen '57 is the father of Craig Alan, born April 2.

Lee DeVore '57, "glorified news writer" for the Information Division of Agricultural Research Service, USDA, in Washington, D. C., says she is doing quite a bit of traveling and a great deal of technical, scientific writing. She spent some time with **Teddy Roe** '59 when he stopped there on his way to Argentina on his Inter-American Press Assn. scholarship.

Norma Beatty '57, picture researcher for MD Medical Newsmagazine, was chairman of the Matrix Table held in the penthouse executive dining room of the New York Daily News.

John Bansch '57, on the sports desk of the Indianapolis Star, promises to write when the expected baby arrives.

Don Oliver '58 has joined KHQ and KHQ-TV in Spokane.

Jack Vogel '58 is out of the army and back at MSU for more study.

James McKay '58 has resigned as a high school teacher in Browning in June and became night wire editor for the Idaho Falls Post-Register.

Ann Thomas David (Mrs. Larry G.) '59 is "putting in time as a temporary widow" waiting for Larry to return from Korea.

Donald Dehon '59 has settled in as a continuity writer for KFBB-TV in Great Falls.

Carl Hilliard '59 has gone into military service after almost a year on the Missoulian news staff.



FOUR STONES—At the banquet honoring the memory of his father, the founder and first dean of the School of Journalism, A. L. Stone, were Dr. Emerson Stone (left) and his wife. Dr. Stone's son, the Rev. George Emerson Stone (right) and his wife also were present, and the Rev. Stone delivered the invocation and benediction. Dean Stone's daughter, Mrs. Charlotte Stone Murphy, was an honored guest for the fourth consecutive year.

Honors Galore For J-Students

Among recent student accomplishments:

- Three of 12 new Silent Sentinel members: Charles Hood of Miles City, Jerry Colness of Red Lodge, and Rolf Olson of Clinton, Conn.
- Two of 12 tapped for Mortar Board: Zena Beth McGlashan of Butte and Barbara Williams of Laurel.
- Two of four graduating senior women honored by AWS for "scholarship, leadership, and outstanding and continual service to the University": Ruth James of Circle and Judith Blakely of Tulsa, Okla.
- First Montana student ever to be selected for a summer assistant position in agricultural communications with the U. S. Department of Agriculture: Miss McGlashan, who will work in San Francisco.
- A guest editor of Mademoiselle magazine in New York City during June: Arlene Myllymaki of Stanford.
- Miss Wool of the United States for 1960-61: Patti Jo Shaw of Deer Lodge, who won the honor at San Angelo, Tex.
- Initiated into Kappa Tau Alpha: Miss Blakely, Miss James and Roderrick Fisher of Whitefish.
- New Theta Sigma Phi officers: Miss Williams, president; Penny Wagner of Billings, vice president; Judy McVey of Butte, historian.
- New Sigma Delta Chi officers: Gaylord Guenin of Billings, president; Jack Gilluly of Helena, vice president; John Schultz of Missoula, secretary; Larry Stevens of Great Falls, treasurer.



TIME FOR MARLYS—A surprise award at Dean Stone Night was an imported musical clock given by the Journalism staff to Mrs. Robert Werle, retiring secretary. Marlys is headed for Sidney, where her husband, a June graduate in pharmacy, will be employed in a new drug store. New J-School secretary is Virginia Byrd of Hamilton, a 1960 MSU graduate with a major in mathematics.

Series of Six TV Programs Broadcast from New Studio

A series of six television programs called "University Profile" was broadcast by microwave relay over KMSO-TV from the University Television Studios during spring quarter.

Erling S. Jorgensen, associate professor of journalism and director of the Radio-TV Studios, was in charge of the programs. Dean Nathan B. Blumberg was host for the series.

Grads Move Ahead On Montana Papers

MSU J-grads figured in some significant recent changes in the Montana press.

Duane W. Bowler '39 is the new managing editor of the Billings Gazette and Edward P. (Dazz) Furlong '35 takes over the same position on the Great Falls Tribune.

Herbert C. Watts Jr. '40 became vice president, executive editor and assistant to the publisher of the Havre Daily News when John F. M. Travis purchased the interest held in the paper by J. Russell (Rusty) Larcombe.

Sam Gilluly '30 resigned as editor of the Glasgow Courier to succeed Paul Verdon '49 as editor of the Montana Chamber of Commerce publication, Montana Citizen, in Helena. Verdon bought the Western News at Libby.

Ward Fanning '50 has been named business manager of the Butte Daily Post and Montana Standard. He also retains his position as advertising manager.

R. C. (Dick) Shirley '50 sold the subscription list of the Hot Springs Sentinel to Don Coe '47, publisher of the Plainsman in Plains. Shirley plans to move his printing plant to Eureka, where he will start the Tobacco Valley News. Coe is printing the Sentinel in the Plainsman shop.

Moler Addresses Students

Murray M. Moler, intermountain manager of United Press International in Salt Lake City, addressed a dinner meeting of Sigma Delta Chi and Theta Sigma Phi in April.

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But cherish its memories.

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